

March 22, 2017

Executive Offices

- **President Vaughn Rinner, FASLA**, will be the keynote speaker at the opening ceremony of **LABash** at the **University of Maryland** tomorrow. Rinner is also on a panel with **Past Presidents Susan Hatchell, FASLA, and Tom Tavella, FASLA**, which is titled “The Evolving Workforce” and will be moderated by **Dennis Nola, ASLA**, Maryland Chapter trustee and chair of the undergraduate landscape architecture program. As a sponsor of LABash, ASLA will be hosting a dinner for the student chapter presidents and holding an open house at the **ASLA Center for Landscape Architecture** on Saturday evening. **Membership VP Vanessa Warren, ASLA, National Student Representative Joni Emmons, Student ASLA**, EVP Nancy Somerville, Hon. ASLA, and a cross-departmental team of staff will also be attending. Contact [Managing Director Julia Lent, Hon. ASLA](#), with any questions.
- **President Rinner** was in Atlantic City recently for the **New Jersey Chapter Annual Meeting**. Rinner updated the chapter on **emerging professionals, diversity and career discovery, the upcoming Diversity Super Summit**, and the **Center for Landscape Architecture**. She also discussed **the need for advocacy** at both the national and state levels and summarized the recent release of the ASLA Infrastructure Recommendations.
- EVP Nancy Somerville discussed advocacy challenges and priorities with **American Institute of Architects EVP Robert Ivy**, including potential collaboration on infrastructure and resilience.
- **Planning and preparation for the midyear meeting is well underway**. Work includes the implementation of the BoardEffect software and preparation of an inaugural Center exhibit on ASLA and the Center. The Board materials will post next week.
- **Trustees and chapter presidents should complete the strategic priorities survey by this Friday, March 24**. Please contact Corporate Secretary [Curt Millay, ASLA](#), if you need the survey link.

Finance, Meetings, and Business Operations

- CFO Mike O’Brien and the Accounting staff **reported to the Finance and Investments Committee** last week and are preparing to close out the first quarter.
- Advocacy Day is looking good with 81 percent of the room block full.
- The **2017 EXPO** has sold **81 percent** of the budget for the Los Angeles show.
- **Advertising contracts** for *Landscape Architecture Magazine* represent **81.8 percent** of the budget.

Government Affairs

- Recently, **ASLA issued a [statement](#) opposing the Trump administration’s [budget blueprint](#)**. The proposal includes the elimination of two critical community development programs important to the profession—the **Community Development Block Grant (CDBG) program and the Transportation Infrastructure Generating Economic Recovery (TIGER) grant program**. The U.S. Environmental Protection Agency’s (EPA) Safe Drinking and Clean Water State Revolving Fund programs received a slight increase but funding for the U.S. Department of Agriculture’s Water and Wastewater loan and

grant program was decreased. The blueprint also axes programmatic funding for critical climate change research at the EPA.

- On March 9, ASLA released a document outlining **critical priorities to update and strengthen all forms of infrastructure**. [“Landscape Architects Leading Community Infrastructure Design and Development”](#) provides policy makers and other stakeholders recommendations on upgrading our nation’s crumbling infrastructure, including: fixing our nation’s water management systems; upgrading to a multimodal transportation network; recognizing public lands and parks as critical infrastructure; and designing for resiliency. The infrastructure plan highlights the specific expertise of landscape architects and demonstrates the essential role the profession plays in rebuilding the nation’s aging infrastructure. Government Affairs shared the recommendations with federal legislators and staff, allied organizations, and ASLA advocates.
- ASLA continues to work to protect and preserve the **Land and Water Conservation Fund (LWCF)** by urging federal legislators to cosponsor bipartisan legislation (H.R.502, S.569) to make the program permanent, and by urging House Appropriators to provide adequate funding for the program. ASLA encourages all its advocates to use the iAdvocate Network to [send a message](#) to their legislators about supporting LWCF. Currently, 1,297 messages have been sent supporting LWCF, but more is needed.
- ASLA has joined with members from the [Partnership for Active Transportation](#) in sending a letter to the House and Senate Transportation and the Housing and Urban Development Appropriations Subcommittee members urging them to oppose the Trump fiscal year 2018 (FY 2018) budget recommendations. Specifically, the letter **urges legislators to oppose overall funding cuts for the Department of Transportation, elimination of the Transportation Investments Generating Economic Recovery (TIGER) grants program, and funding cuts for transit programs**. The letter also urges policy makers to consider the success of these programs in making our nation’s transportation infrastructure more convenient for active transportation users.
- ASLA has also joined with other conservation groups in sending **a letter to Congress urging them to oppose the severe cuts to conservation, natural resources, and environmental programs proposed in President Trump’s FY 2018 budget blueprint**. The letter emphasizes the invaluable benefits conservation and natural resource programs provide—especially to the growing outdoor economy—while accounting for a mere one percent of the federal budget.
- On March 7, Government Affairs held its **Q1 Advocacy Websummit**. The 44 attendees received an **update on 2017 state licensure legislative activity and information on hiring a state lobbyist**. Representatives from Virginia, Maryland, Wisconsin, and Arizona Chapters presented their experiences hiring and working with a state lobbyists and State Government Affairs Director Elizabeth Hebron reviewed ASLA’s guidance material on hiring a lobbyist.
- Occupational licensing continues to be a high profile issue with state legislatures. On March 8, **the Illinois Chapter testified in opposition to S.B.1821, legislation that would deregulate landscape architects** and several other occupations. Over 400 landscape architects registered for the hearing in opposition to the bill. Following the hearing, the bill sponsor **reintroduced a new deregulation bill that did not include landscape architecture**. Additionally, **the Nebraska Board of Landscape Architects and Nebraska representatives of the Great Plains Chapter recently testified at a hearing in support of LB 364**, legislation that would modernize the state’s practice act.
- Last week, the **Federal Trade Commission** launched new webpages highlighting the agency’s newly created [Economic Liberty Task Force \(ELTF\)](#). The ELTF will serve as an **advisory resource for state officials and state legislators looking to introduce occupational licensing reforms**. The

website also presents selected examples of state-based occupational reform initiatives and offers information on and a method to report anti-trust violations to the Federal Trade Commission.

- On March 9, Government Affairs Coordinator Casey Ellingson participated in the unveiling of the **American Society of Civil Engineers'** (ASCE) [2017 Infrastructure Report Card](#). ASCE assessed infrastructure in 16 categories, once again giving the U.S. a grade of D+. Some areas of infrastructure saw improvements, such as rail where significant private investments have been made since the previous report card was issued. Others, such as transit—the lowest grade on the report card—have experienced a marked decrease.

Landscape Architecture Magazine

- ***Your Land***, the magazine's 36-page special supplement for young readers, has arrived and will ship with the April issue to regular print subscribers. It offers a basic introduction to landscape architecture, details several kinds of projects, and tells how to become a landscape architect. *LAM* staff will be working with other departments to publicize its availability and coordinate distribution to chapters and other groups upon request. The supplement will also be available free online—details to be announced.
- The **first of the quarterly *LAM* Lecture Series** took place March 9 at the Center for Landscape Architecture. The speaker, **Elizabeth K. Meyer, FASLA**, expanded on her research into aesthetic imperatives in designing for sustainability, particularly for climate change mitigation. The event sold out at 75 seats. It is available on [LAM's Facebook page](#). The lecture series is underwritten by Victor Stanley.

Public Relations and Communications

- Staff met with **Poulin+Morris** via a webinar to review a **second round of graphic treatments for the 2017 annual meeting, including a detailed style guide**. The second round of the overall rebranding effort is scheduled for March 29, the results of which will be shared with the BOT pre-midyear.
- ***Associations Now*** magazine from the American Society of Association Executives ran a [highly complimentary item](#) regarding ASLA's **World Landscape Architecture Month** campaigns.
- Toronto and Region Conservation in Ontario, Canada, requested and received permission to use an [ASLA animation](#) as part of a series of workshops on environmentally friendly gardening. It will be part of a presentation for homeowners about gardening to restore native habitat. The presentation will be shown about 10-15 times per year to the general public.

Member and Chapter Services

- The **Student Advisory and Associate Advisory Committees** met last week, continuing the exploration of new content and information for emerging professionals. New content is expected to be unveiled later this year.
- **Membership continues to show a slight drop overall; however, full members are growing at a rate of nearly two percent since 2016.** The overall drop includes emerging professional members, which is partly attributed to the cyclical nature of the annual meeting registration.

Member Type	3/21/2016	3/21/2017	Change %
Full Member	10,605	10,792	1.8
Associate	1,831	1,695	-7.4
Student	1,739	1,613	-7.8
Total	15,442	15,322	-0.6



Education and LAAB

- The **Landscape Architecture Continuing Education System™ (LA CES™)** has 230 active providers offering courses. There are is one new provider application pending review.
- On March 15, Career Discovery and Diversity Manager Shawn Balon, ASLA, held an interdepartmental meeting with ASLA staff to review the current research and work plan for ASLA's **career discovery and diversity** initiatives. During the meeting, staff shared their thoughts and suggestions for webpage content, allied organization collaboration, conferences and workshop, and annual meeting opportunities.
- On March 16, Education Programs Director Susan Apollonio and Manager Shawn Balon, ASLA, met with **Richard Alomar, ASLA**, Assistant Professor at Rutgers via conference call to review Rutgers' career discovery and diversity initiatives, and to discuss ASLA's proposed initiatives.
- This week, reminder emails were sent to emerging professionals nominated for the **2017 Diversity Super Summit**. Thirteen emerging professionals were nominated and asked to submit a resume and letter of interest.
- The **Landscape Architectural Accreditation Board (LAAB)** attended the **Presidents Council** meeting March 3 at the ASLA Center for Landscape Architecture. **Chair Ned Crankshaw, ASLA**, gave the LAAB update report and **Incoming-Chair Kenneth Brooks, FASLA**, also participated in the session.
- **LAAB ROVE Teams** continued conducting accreditation reviews for spring 2017. **University of Massachusetts (MLA)** had its review conducted and **Utah State University (BLA/MLA)** had a Two Programs/One Team dual program review last week. Programs reviewed during the spring will be considered at the LAAB Summer 2017 Board Meeting.

Professional Practice

- ASLA sent an email reminding members **of the opportunity to register and take the SITES® Accredited Professional (SITES AP) exam during the beta testing period**. The chapter with the most registered and the chapter with the greatest percentage of its membership registered by March 31 will be awarded a half-day SITES workshop in 2017. All who take the exam by March 31 will be



eligible to take the exam one additional time (if they do not pass) for up to 90 days at no additional cost.

- On March 15, the ASLA Professional Practice Committee **reviewed the ongoing work of the subcommittees** including: developing a reference list toolkit for starting a new business; renewing the specifications review; determining the next standard form contract for ASLA to develop working with counsel; conducting a survey of technology tools used by practitioners; and expanding the contents and entries of the [Tree and Soil Research blog](#). **PPC Chair Andy Bowden, ASLA**, led the webinar with VP Wendy Miller and staff. **Jason Radice, ASLA**, and **Emily O'Mahoney, ASLA**, gave an update on the ASLA work group's participation in the ASHRAE 189.1 review of the municipal model code under the International Code Council.
- EVP Nancy Somerville, Corporate Secretary Curt Millay, ASLA, and Managers Linette Straus, ASLA, and Mark Cason met to discuss how ASLA could become involved with the emerging topic of **autonomous vehicles (AVs)**.

Deadlines and Reminders

- **BOT and CPC strategic priorities surveys are due this Friday, March 24.**
- The [Leadership Calendar](#) can be accessed on the web.